

To: Young, Mark
From: Richards, M
Posted: 5/10/96 8:16
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Subject: nat. promotions

M

dear mark,
the following are simply some observations as well as suggestions regarding business practices and sub-jobber programs.

I realize that national programs and vap are highly effective in some parts of the region and of course other parts of the country. how ever, do these programs help us drive our business? what if we were to just say no national programs, up to and possibly including partners promotions in lieu of just a dollar amount to be budgeted to the region? for argument sake ,lets say we cannot change the partners program but we could change the national programs where it could actually be broken down into a dollar amount, we would still have gap defense, and if i may use the word gap offense, and then use those dollars from the national programs into a cohesive, comprehensible, and productive program for the sub-jobbers.

as stores are contacted , store owners have asked what is our defense or reaction to the pm june program, naturally it is to defend our full price and savings brands in a manner as not to have any som loss. one area , our unprotected flank, is the low tar area. pm enjoys a 10% som on merit and parliament, mark, i just have concern that durng the month of june we may take a hit here. i am suggesting that in identified areas and accounts where merit and parliament will .20/.2.00 off that we react with a one time prebook, perhaps two weeks of normal business, and not to exceed a certain quantity, and be placed in temporary displays. It would be a controlled and finite program.

sincerely,
marshall

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